

Exam. Code : 217502

Subject Code : 6220

M.Sc. Fashion Design & Merchandising 2nd Semester
FASHION MERCHANDISING & MARKETING

Paper—V

Time Allowed—Three Hours] [Maximum Marks—100

Note :— Attempt *five* questions in all, selecting *one* question from each unit. All questions carry equal marks (20 marks each).

UNIT—I

1. Discuss different stages of Fashion Cycle. Why it is important for designers and merchandisers to understand fashion cycles ? 20

2. (a) Write short notes on :
 - (i) Theories of Fashion Adoption
 - (ii) Accelerating and Retarding factors affecting Fashion Cycle. 5×2=10

- (b) Define the following terms :
 - (i) Classic and Fad
 - (ii) Boutique and Couture
 - (iii) High Fashion and Mass Fashion
 - (iv) Fashion
 - (v) Silhouette. 2×5=10

UNIT—II

3. What is Fashion Business ? Discuss various forms of Business Organisations. 20
4. What do you understand by Fashion Merchandising ? Explain in detail the role and responsibility of a Merchandiser. 20

UNIT—III

5. Define Market Research. Discuss its importance in Fashion Industry. 20
6. Write short notes on :
 - (i) Marketing Environment
 - (ii) International and Domestic Fashion Markets. 10×2=20

UNIT—IV

7. (a) What is Merchandise Plan ? Discuss its significance in Fashion Industry. 10
- (b) Write a note on Fashion Forecasting. 10
8. Explain in detail the process of Product Development. What is the significance of market research in developing a new product ? 20

UNIT—V

9. Discuss different sales promotion techniques. What is the role of advertising in fashion marketing ? 20
10. Write short notes on :
 - (a) Fashion Shows
 - (b) Fashion Photography. 10×2=20